

REMARKS

Claims 1-30 are pending. By this Amendment, claims 1 and 16 are amended.

Support of the amendment is found, for example, at page 19, lines 12-16 of the specification.

Further, the specification has been corrected. Reconsideration is respectfully requested in view of the above amendments and the following remarks.

I. Objection to the Specification

The Office Action objects to the specification base on formal matters. The specification has been amended to obviate the objection. Accordingly, withdrawal of the objection to the specification is respectfully requested.

II. The Claims Define Patentable Subject Matter

The Office Action rejects claims 1-30 under 35 U.S.C. §102(b) over Honda (JP 2000-1555666). The rejection is respectfully traversed.

In particular, Honda does not disclose or suggest:

- storing print content data used in a case of printing on a first type of printing medium, which is one selected from a group consisting of a business card, an envelope, a post card, a voucher, a stamp, a direct mail, a form and a notebook;
- generating print data to be printed on a second type of printing medium by using the stored print content data; and
- transmitting the generated print data to an external device, wherein the second type of printing medium is one selected from the group and is different from the first type of printing medium, as recited in independent claim 1, and similarly recited in independent claim 16.

Honda, instead discloses at paragraph [0074] that a user operates a "business card" button 11 on the screen, as shown in Fig.4; operates a "sample button" on the screen, as shown in Fig.5; decides a layout sample 15 on the screen, as shown in Fig. 6; and starts

creating business-card image data on the screen, as shown in Fig. 7. As disclosed in paragraph [0075], the user inputs character information necessary for creating a business card on the screen, as shown in Fig. 8. Through the subsequent Figs. 9-16, the user completes the ordering of the business card. See paragraphs [0075]-[0098].

Now, when the user has previously used the system before, the user is allowed to select a "reference creation" button 50 on the screen, as shown in Fig. 23. See paragraph [0107]. As disclosed in paragraph [0108], when the user operates the "reference creation" button 50 and enters number assigned to the "business card" in the number input column 51, business-card images 52, which the user created in the past, are displayed on the screen, as shown in Fig. 24.

To emphasize, Honda merely discloses that when a user orders a new business card, image data is generated by using print content data, which was stored when the user ordered a business card in the past. Honda does **NOT** disclose or suggest that when the user operates the "reference creation" button 50 and enters number assigned to a "business card" in the number input column 51, other types of printing mediums, such as an envelope or an invitation are displayed on the screen.

Therefore, Honda does not disclose or suggest the second type of printing medium...is different from the first type of printing medium, as recited in independent claims 1 and 16.

The Office Action at page 2 asserts that Honda, in Fig. 4 and at paragraph [0097], discloses "generating print data to be printed on a second type of printing medium by using the stored print content data." On the contrary, Honda discloses in paragraph [0097] that "placing/receiving orders for other image data, such as various types of invitations, new year greeting cards, calendars, posters, etc., can also be carried out in the same manner by means of the bi-directional communication between the terminal (1, 2) on the order-placing end and the terminal 4 of the order receiving end." Emphasis added. In other words, Honda does not

disclose or suggest in paragraph [0097] that "when a user orders an invitation, image data is generated by using print content data, which was stored when the user ordered a business card."

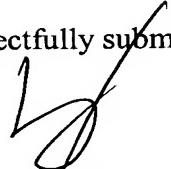
Therefore, independent claims 1 and 16 define patentable subject matter. Claims 2-15 and 17-30 depend from the respective independent claims, and therefore also define patentable subject matter as well as for the other features they recite. Accordingly, withdrawal of the rejection under 35 U.S.C. §102(b) is respectfully requested.

III. Conclusion

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-30 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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